Cadillac

Cadillac 1973–the legend and the lifestyle.

Start with the known. That year in and year out Cadillac is the world's best known and most universally respected automobile. That Cadillac quality reaches into every facet of automaking. That Cadillac resale value, as if in confirmation, is traditionally the highest of any car built in the land. Then add the lesser known. That Cadillac is a surprisingly practical investment. That, again as if in confirmation, Cadillac owner loyalty is unequalled anywhere in the land. That the models you will see displayed herein are the most magnificent cars Cadillac has ever built. With more comfort, more luxury, more value. You can see it in the bold new styling outside and the myriad innovations inside. And you can see it reflected in the new luxuries you may order—a lighted vanity mirror for the lady, an outside thermometer, a lap robe and pillow. And more. Much more. For that special interior look in the Brougham, you may order Medici crushed velour in Blue (as shown opposite) or in Beige, Maize or Taupe. From the Cadillac legend came the Cadillac lifestyle. And from the lifestyle came the world—a world of driving pleasure and owner satisfaction. And that's what's so special about the Special World of Cadillac 1973.

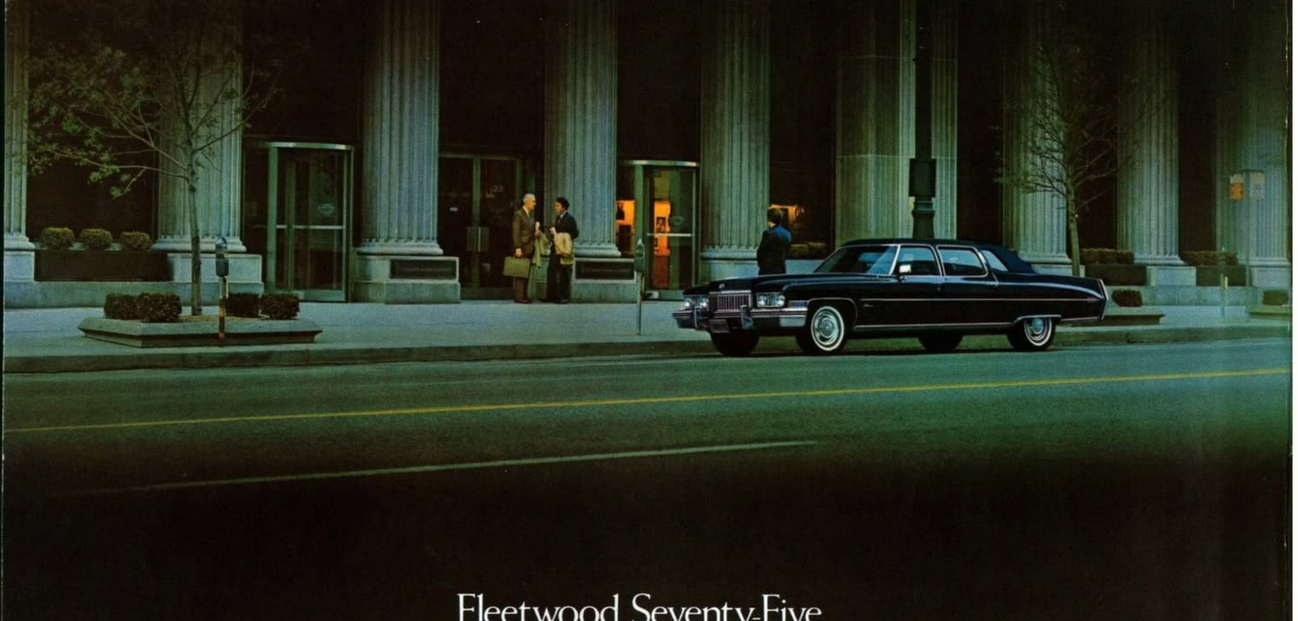
Some of the equipment illustrated is optional at extra cost.

Fleetwood Brougham

Special even in the special world of Cadillac. The Brougham of 1973 is Cadillac in the grand manner—with luxury everywhere. In its spirited new styling. In its sheer spaciousness. In its total commitment to elegance and comfort. In the remarkable smoothness of its ride, due in no small measure to its individually longer wheelbase. In its exquisite appointments. In the dozens of niceties that tell you this is one of the most regal of sedans—like a Dual Comfort front seat and carpeted footrests. In the luxuries you may add—like steel-belted radial tires and, for a special touch of elegance, exterior opera lights. And you may select from 21 rich exterior colors (19 of them new for 1973)—any of eight colors for the padded vinyl roof. Small wonder so many owners leave a standing order for each year's new model of the Brougham. Shown is a Brougham in available Oceanic Teal Firemist with a White padded vinyl roof.

Every detail of the Brougham whispers luxury. The Dual Comfort front seat that makes comfort an individual affair. The gorgeous new interiors—highlighted by Cadillac's new "soft pillow" door panels. And accented further by an exciting new choice of upholsteries. There is new Magi, a lustrous matelasse in any of four colors. (Dark Teal is shown.) Soft and supple Sierra grain leathers are available in any of nine colors. Or you may order Medici, a crushed velour now available in Dark Blue, Maize and Taupe, as well as Beige. Now complementing the rear reading lights is a new adjustable light for the front passenger. Added luxuries available include a lap robe and pillow; and a deluxe trim package that includes deep-pile, two-toned shag carpeting, rubber-backed floor mats for the front and rear, and shirred elastic pockets on the back of the front seats.

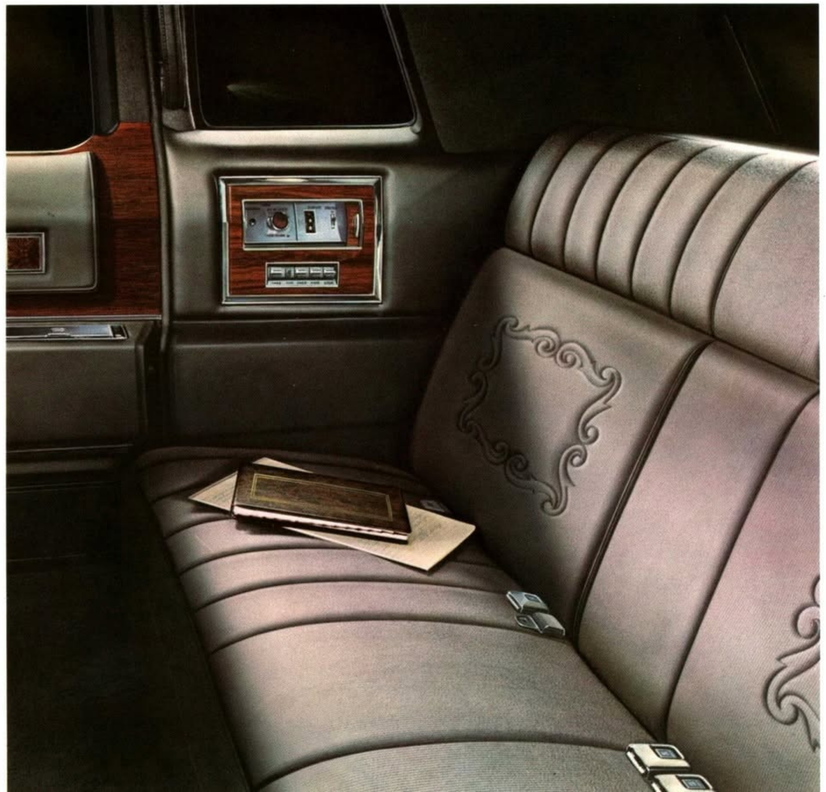
Some of the equipment illustrated is optional at extra cost.



Fleetwood Seventy-Five

Our ultimate is yours—in the Fleetwood Seventy-Five nine-passenger Sedan and the Seventy-Five Limousine, only American-built model specifically designed as a limousine. Our ultimate in prestige. No other cars are so luxuriously appointed—none more respected at business and social occasions. Our ultimate in comfort. Interiors are spacious, sumptuous and private (with a glass partition for the chauffeur in the limousine). The ride: incredibly smooth. Automatic Level Control is standard as well as two Automatic Climate Control systems—one for the driver and another for passengers. Our ultimate in luxury. With full-width folding seats for three additional passengers; remote-control mirrors for both left and right sides; and a passenger's control panel that responds to a touch to raise or lower windows, turn on reading lights, activate Automatic Climate Control and, in the limousine, raise or lower the glass partition for the chauffeur. Shown is the Fleetwood Seventy-Five Limousine in Sable Black with a Black padded vinyl roof.

An understated elegance pervades the Seventy-Five interiors, as shown by handsome new Potomac, a grey cord fabric to compliment the taste of the more conservative owner. Available also is Medici in Beige, Cadillac's crushed velour material that has proved so popular on the Fleetwood Brougham. Or, if you prefer, there is Magi, a lustrous matelasse in either Black or Dark Blue with matching leather bolsters. For an even more distinctive appearance and even greater privacy for passengers, you may specify the Landau Top.



Some of the equipment illustrated is optional at extra cost.

Eldorado Coupe

Here is our most elegant personal car—even more glamorous and exciting for 1973. The grille—bolder, more massive. The more horizontal hood further accents the jewel-like standup crest. There's new hood striping. New rear deck design throughout. New, improved bumper systems for 1973. And new side design, highlighted by the return of the lighted wreath-and-crest circular rear side marker. This is, without question, a unique American luxury car. The only one with front-wheel drive, Automatic Level Control and an 8.2 litre engine. Variable-ratio power steering is also standard. And you may specify steel-belted radial tires; a Dual Comfort front seat; an electronic theft-deterrent system; a lighted vanity mirror; any of six radio systems and Track Master, Cadillac's skid-control braking system. Shown here is the Fleetwood Eldorado Coupe in available Saturn Bronze Firemist with White accent stripes and a White padded vinyl roof.

Comfort matches elegance inside Eldorado. With a Dual Comfort front seat available in both coupe and convertible. With appliques with a carved wood effect in a Spanish filigree. With the "soft-pillow" door panels. With a wide choice of upholstery materials—including Manchester, a handsome houndstooth pattern fabric in Medium Beige, as shown, and six other colors. Leather upholstery is also available in twelve different color trim combinations. And then there is the Eldorado Custom Cabriolet, a very special personal car. Available with or without a sunroof, this limited-edition version of Eldorado features a backroof crowned with a rich, padded elk grain vinyl covering haloed by a sheer chrome strap.

Some of the equipment illustrated is optional at extra cost.

Eldorado Convertible

Presenting the only luxury convertible built in America: Eldorado Convertible by Cadillac. Excitement was never more elegant—elegance was never more exciting. You can see it in the new boldness of its lines and the richness of its interior. You can feel it in the response of its 8.2 litre engine and in the superb maneuverability afforded by front-wheel drive, variable-ratio power steering and Automatic Level Control. It even converts uniquely. With an ingenious inward-folding Hideaway Top. Eldorado Convertible—a unique motoring experience. Shown is the Fleetwood Eldorado Convertible in Cotillion White with Red accent stripes and a White hard boot. The available hard boot provides easy installation and affords a neat, trim appearance. From its jewel-like standup crest to its beautifully beveled new rear deck, this is a unique driving experience. The Eldorado Convertible by Cadillac.

The richness of soft, pliable Sierra grain leather is standard in the Eldorado Convertible. With nine colors from which to choose—including White leather with your choice of four carpet colors. Shown is Medium Red (Scarlet) leather with Scarlet carpet. The inward-folding Hideaway Top is smooth and taut when it's up. When it's lowered, the frame folds inward behind the seat, to afford full-width seating for the rear passengers. Luxuries you may order include the new lighted vanity mirror, steel-belted radial tires, a Dual Comfort front seat, Track Master skid-control, Automatic Climate Control, power door locks, lamp monitors and an outside thermometer that tells you if it's warm enough to put the top down.

Some of the equipment illustrated is optional at extra cost.

Sedan deVille

Everything seems to point to the continued reign of Sedan deVille as the most popular of them all—the luxury car model enjoyed by more motorists than any other. Start with the stunning new styling—the massive new grille, the majestic hood, the beautiful way Cadillac has incorporated its new front bumper system. Even the wheel discs are new, understated and elegant. A vinyl roof center seam makes it possible for you to order the wider sunroof panel for the Sedan deVille.

Two things that haven't changed are four-door roominess and that great Cadillac ride (except to make it even better with redesigned body mounts and the use of Teflon piston rings in shock absorbers for more consistent ride control). Luxuries you may add include a lighted vanity mirror, lamp monitors and a Dual Comfort front seat. Shown is the Sedan deVille in available St. Tropez Blue Firemist with a Dark Blue padded vinyl roof.

Added touches of luxury inside have their own story to tell of Sedan deVille value and popularity. The "soft-pillow" door panels over a base of rosewood vinyl. New, larger pull straps anchored by escutcheons with a chrome scrollwork insert (see inset). A handsome new Cadillac clock with Roman numerals and set between raised scrolls. A fully illuminated windshield wiper control. And many more. A beautiful new multi-textured weave known as Medallion cloth is offered in Dark Blue, as shown, Dark Taupe, Dark Jade and Black. Also available is Mirabelle, a sophisticated fabric in Dark Teal, Medium Beige and Medium Maize. Or, if you prefer, you may order leather in any of twelve trim combinations.

Some of the equipment illustrated is optional at extra cost.

Coupe deVille

Luxury with the youthful touch. That's Coupe deVille. The bold new grille mounted to Cadillac's new front bumper system. The majestic new hood with the classic standup look. The new wheel discs. The single center seam in the vinyl roof. The new bumper and new styling in the rear. And then there is Cadillac's proven V-8 engine and the precise handling resulting from variable-ratio power steering. Several engineering innovations make the great Cadillac ride even greater. Doors are easier to open and close—stay open when you want them to. And the Coupe deVille, as all Cadillacs, now has the sealed side terminal battery which helps to reduce possible terminal corrosion. Luxuries you may add include an outside thermometer, steel-belted radial tires, a theft-deterrent system, lamp monitors and a choice of six radio systems. Shown is the Coupe deVille in Renaissance Gold with an available Black padded vinyl roof.

Luxury is everywhere inside Coupe deVille. You can see it in the unusual trim style made possible by a new technique of ending each sew line with a tied-down button on the back. In addition to two new fabrics—Medallion in four colors and Mirabelle in three—you may order leather in any of twelve trim combinations, including Antique Medium Maize as shown. New touches of luxury include a new clock with Roman numerals, "soft-pillow" door panels and larger pull straps anchored by bright and brushed chrome scrollwork escutcheons over rosewood vinyl trim.

Some of the equipment illustrated is optional at extra cost.

Calais Sedan

It's an extraordinary investment, any way you look at it. The beautiful new styling tells you at a glance that this is a Cadillac. And the ride—all Cadillac and smoother than ever with Teflon piston rings in shock absorbers. There's the big Cadillac engine, the long wheelbase and the dozens of other standard Cadillac features that tell you this is a true luxury car. Features like power windows. Variable-ratio power steering that automatically adjusts to the kind of driving you're doing. Turbo Hydra-matic transmission. Power disc front brakes. And there's Cadillac dedication to quality and all that means in lasting value and high resale. And, of course, you can individualize your Calais with such additional luxuries as lamp monitors, steel-belted radial tires, Automatic Climate Control and an electronic theft-deterrent system, to name a few. Shown is a Calais Sedan in available Viridian Green Firemist.

The Calais Sedan is all Cadillac inside, too. You can see it in the "soft-pillow" door panels set against vinyl color matched to interior fabrics. In the brushed and bright chrome escutcheons. In the great number of standard luxuries—including an electric clock, an inside hood release and a front center armrest. And you can see it in the upholstery materials available. Standard is Mayfair Cloth, a lovely textured fabric that comes in six colors with matching vinyl bolsters. Shown is Dark Jade. Available is expanded vinyl upholstery in either Antique Saddle or Black.

Some of the equipment illustrated is optional at extra cost.

Calais Coupe

Everything considered, the Calais Coupe is a most attractive value. In looks. You don't have to be told twice that this car is new and Cadillac. In ride. If anything, that great Cadillac ride that results in part from the long wheelbase is even smoother, thanks to a number of engineering innovations in the suspension system. In luxury. Every Calais offers many features as standard equipment—including power windows, power front disc brakes, and that big, dependable Cadillac engine. In reliability. The Calais Coupe is a Cadillac, meaning it receives the infinite care in manufacture that characterizes all Cadillacs. In value. Cadillac traditionally has the highest resale of any car built in the land. And in individuality. You can order from a wide choice of added luxuries, including a signal-seeking stereo radio, steel-belted radial tires and many more. Shown is the Calais Coupe in Laredo Tan.

Everything inside tells you this is a Cadillac. From the "soft-pillow" door panels to the artfully curved instrument panel to the little niceties you expect in a Cadillac. Niceties like an electric clock, a front center armrest, cornering lights, assist straps and a remote-control left-side mirror—all standard. And the luxury shows in the choice of upholstery fabrics. There's Mayfair Cloth in any of six colors with matching vinyl bolsters. And, there's expanded vinyl upholstery available in either Black or Antique Saddle, as shown.

Some of the equipment illustrated is optional at extra cost.

A source of special delight is how many meaningful items are standard equipment on a Cadillac.

CADILLAC BUMPER SYSTEMS. Cadillac offers new, improved bumper systems for 1973.

INTERIOR TOUCHES OF LUXURY. Typical is the use of rosewood vinyl panels in all but the Calais.

LITTER CONTAINER (all models).

FRONT PASSENGER READING LIGHT (Brougham).

"SOFT-PILLOW" DOOR PANELS (all models).

SINGLE CENTER DOOR SEAM (Brougham). For simpler, more attractive design.

THE CADILLAC INSTRUMENT PANEL. Gauges are particularly easy to see—controls easy to reach.

ELECTRIC CLOCK (all models). DeVille unit shown.

VARIABLE-RATIO POWER STEERING (Fixed-ratio on Seventy-Fives). Affords effortless parking and cornering, while retaining feel of the road.

DUAL POWER BRAKES WITH DISC BRAKES IN FRONT (all models).

TURBO HYDRA-MATIC TRANSMISSION (all models).

DUAL COMFORT FRONT SEAT (Standard on Brougham and available on Eldorado and DeVilles). One set of controls for driver's section and another for the wider, passenger section.

CORNERING LIGHTS (all models). Activated by the turn signal lever, they project a beam of light from the side of the car for added convenience at night.

POWER WINDOWS (all models).

THREE-SPEED WINDSHIELD WIPERS AND WASHERS (all models). Four jet washer streams. "Mist" position for single wipe action. Illuminated controls.

VISOR VANITY MIRROR (all models).

COURTESY LIGHTS (all models).

CARPETED FOOTRESTS (Brougham/Seventy-Fives).

LIGHTERS. Two in front all models. Four in rear of Seventy-Fives—others two in rear except Calais.

REMOTE-CONTROL LEFT-SIDE MIRROR (all models). Right-side mirror standard on Seventy-Five series.

ASSIST STRAPS (all models). For easy entry/exit.

AUTOMATIC LEVEL CONTROL (all Fleetwood models).

AUTOMATIC PARKING BRAKE RELEASE (all models).

HEATER AND DEFROSTER (Automatic Climate Control and rear-window de-fogger are standard on Seventy-Fives).

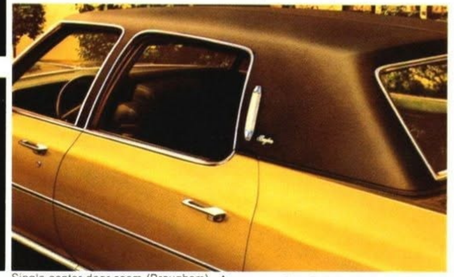
CENTER ARMRESTS. Number depends on model.

▼ New Cadillac bumper systems. ▲

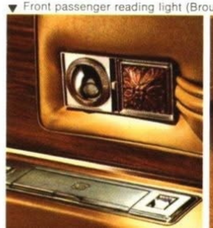
Rosewood vinyl corner panel. ▲

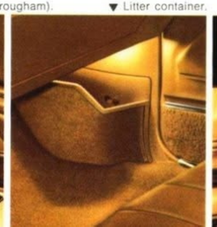
"Soft-pillow" door panel. ▲

▼ Front passenger reading light (Brougham). ▼ Litter container.



Single center door seam (Brougham). ▲ ▼ The Cadillac instrument panel.





A source of special satisfaction is how considerate your new Cadillac is of the environment. And how attentive it is to your personal well-being. In fact, you might be surprised by the scope of Cadillac's involvement in two areas of such great concern today—safer highways and cleaner air. Yet, it was Cadillac, after all, that first equipped its cars with electric starting and electric lights back in 1912. That first used tilt-beam headlights in 1915. That first installed safety glass in 1928. The Cadillacs of 1973 incorporate a host of safety features. Including single-buckle seat and shoulder belts for the driver and right front passenger, two front-seat head restraints, an energy absorbing steering column, a thick-laminate windshield, side door beams and dozens more listed on the specifications page. And the Cadillacs of 1973 build on the success of more than a decade of progress toward cleaner air. The 1973 Cadillacs make further progress—especially in the area of oxides of nitrogen. By the use of an exhaust gas recirculation system, oxide of nitrogen emissions have been significantly reduced. Cadillac is doing something about traffic safety and air pollution but, of course, there are some things only you can do. For safety's sake we suggest you: (1) Always use seat and shoulder belts. (2) Make sure your car is in good running order. (3) Never drive when you're tired or under the influence of drugs or alcohol. (4) Drive defensively.

A source of added pleasure is the inviting array of luxury features and equipment you can order to individualize the Cadillac of your choice and to add to your motoring pleasure.

EIGHT RADIO SYSTEMS. A beautiful choice for 1973. First, there are the Cadillac radios themselves—each with marvelous fidelity. The AM/FM pushbutton stereo with an integral eight-track tape player and four speakers. Cadillac's exclusive AM/FM signal-seeking stereo radio with four speakers. And the AM/FM unit with front and rear speakers. Each is available in all models but Fleetwood Seventy-Fives with the windshield antenna or with the new automatic power-operated antenna. The power antenna, concealed in the fender, automatically rises when the radio is turned on and recedes when the radio or the ignition is turned off. For the Fleetwood Seventy-Fives, Cadillac offers the AM/FM signal-seeking stereo with control from the passenger compartment—either with the windshield antenna or power antenna.

OUTSIDE THERMOMETER. Mounted on the base of the left-side mirror, it tells the driver the outside temperature at a glance.

AUTOMATIC CLIMATE CONTROL. Set it to the temperature you desire, and this combined heating and cooling system—with even greater capacity and quietness for 1973—automatically cools you in the summer and warms you in the winter. It also dehumidifies the passenger compartment. For severe winter weather, you may move the lever to HI, which directs all warm air toward driver and passengers; to BI-LEVEL, which directs heat to both passenger compartment and to the windshield; or to DEF, which directs all the warm air to the windshield.

ELECTRICALLY OPERATED SUNROOF. By activating a control switch on the instrument panel, you can automatically open a panel in the roof to let the sun shine in—a little or a lot. Available on Brougham, Eldorado Coupe and DeVilles with vinyl roofs.

CRUISE CONTROL. A touch of this control at the tip of the directional turn signal lever, and your Cadillac automatically maintains a selected speed without using the accelerator pedal. Unit automatically disengages when you touch the brake pedal or turn off ignition.

TILT AND TELESCOPE STEERING WHEEL. Adjusts for both height and reach. Swings up for easier entry/exit.

LIGHTED VANITY MIRROR. A new added touch of luxury for the lady. Lifting the protective cover automatically turns on the lamps, one on each side of the mirror. A selector switch regulates high or low intensity light. Tilted, it makes an excellent auxiliary map light.

LAMP MONITORS. Front fender monitors show if low- and high-beam headlights, parking lights and front turn signals are functioning. Monitor visible through rearview mirror shows if taillight and stop light/turn signals are functioning. Another monitoring system shows when windshield washer fluid is low through a warning light on the instrument panel.

POWER DOOR LOCKS. A touch of the finger on this electrical control in the power grouping locks and unlocks all doors. On coupes, it includes an automatic seat-back release that is activated when either door is opened.

TWILIGHT SENTINEL. This system has two major jobs. One, it automatically turns your driving lights on or off in response to light conditions. Two, it allows you to leave headlamps and either cornering lamp on to light your path from the car; and then it automatically turns them off. It also includes a warning buzzer that tells you when the manual headlight switch has been pulled out and inadvertently left on after the ignition is off.

STEEL-BELTED RADIAL TIRES. A deluxe, American-made steel-belted radial tire is now available for all series except the Fleetwood Seventy-Fives. Benefits include improved tread life and road hazard protection.

REMOTE-CONTROL TRUNK LOCK. Pressing a control button inside the glove compartment releases and raises the trunk lid. To close the trunk, it is only necessary to bring the trunk lid to a nearly closed position where the power trunk lock takes over and latches it securely. A light on the instrument panel warns when the lid is unlocked.

REMOTE-CONTROL RIGHT-SIDE MIRROR. Standard on the Seventy-Fives. Available on all other models.

SIX-WAY POWER SEAT ADJUSTER. Moves front seats forward, back, up, down and tilts forward or back.

DELUXE ROBE AND PILLOW. Robe and matching occasional pillow are fashioned from Medici crushed velour in Dark Blue, Medium Beige, Medium Maize or Dark Taupe.

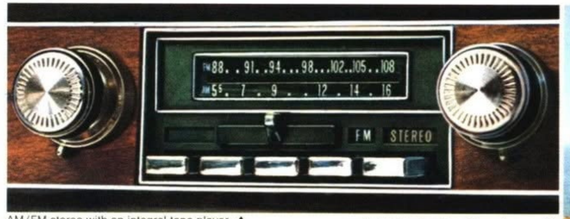
TRAILERING PACKAGE. This factory-installed grouping of heavy-duty equipment, for towing trailers between 2,000 and 6,000 pounds loaded, is available for all models except Seventy-Fives.

TRACK MASTER. A computerized, rear-wheel skid-control system.

REAR-WINDOW DE-FOGGER. Electric. Standard on Seventy-Fives. Available on all other models.

AUTOMATIC LEVEL CONTROL. Automatically adjusts to changing loads, to help keep the car level for a trim appearance and excellent handling.

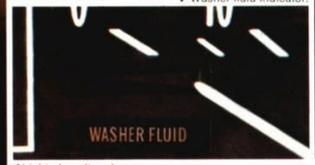
THEFT-DETERRENT SYSTEM. This electronic system that operates off the ignition sounds the horn and flashes the exterior lights if the security of the vehicle, trunk or engine compartment is violated.



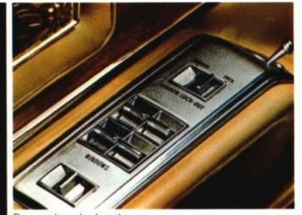
AM/FM stereo with an integral tape player. ▲ ▼ Exclusive signal-seeking stereo radio

Outside thermometer. ▼ Automatic Climate Control. ▼ Electrically operated sunroof. ▲ ▼ Cruise Control, tilt/telescope steering wheel.

Lamp monitors. ▲ ▼ Washer fluid indicator.



◀ Lighted vanity mirror. ▼ Steel-belted radial tires.



Power door locks. ▲ ▼ Twilight Sentinel.

▼ Remote-control trunk lock.

Safety Features

The Cadillacs of 1973 incorporate a significant number of features for increased occupant protection, accident prevention and theft deterrence. They include:

OCCUPANT PROTECTION

Seat belts with pushbutton buckles for all passenger positions
Single-buckle seat and shoulder belts for driver and right front passenger (with reminder light and buzzer)
Two front-seat head restraints
Energy absorbing steering column
Passenger-guard door locks with forward-mounted lock buttons
Safety door latches and hinges
Folding seat-back latches
Energy absorbing padded instrument panel and front seat-back tops
Contoured windshield header (except convertible)
Thick laminate windshield
Padded sun visors
Safety armrests
Safety steering wheel
Cargo-Guard (except limousine)
Side-Guard Beam
Contoured full roof inner panel (except convertible)
Padded upper door panels
Fuel tank impact security
Glove box and console door latch impact security
Smooth contoured door and window regulator handles
Soft, low-profile window control knobs, coat hooks, dome lamp
Automatic locking seat-belt retractors—front and rear outboard passengers
Shoulder belt anchorages for rear-seat outboard occupants
Pressure-lock radiator cap
High strength front-seat anchorages and construction
High-strength rear-seat retention
Stamped steel door hinges

ACCIDENT PREVENTION

Side marker lights and reflectors
Parking lamps that illuminate with headlamps
Four-way hazard warning flasher
Backup lights
Lane-change feature in direction signal control
Windshield defrosters, windshield washers and three-speed wipers with illuminated controls
Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
Outside rearview mirror
Dual master cylinder brake system with warning light
Starter safety switch
Dual-action safety hood latches
Improved bumper systems
Headlamp aiming access provision
Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces
Safety wheel rims
Uniform shift quadrant
No winged wheel nuts, discs and caps
Self-adjusting brakes

ANTI-THEFT

Anti-theft ignition key warning buzzer
Anti-theft steering column lock
Inside hood-latch release
Multiple key combinations
Visible vehicle identification
Tamper-resistant odometer with telltale feature
Theft-deterrent system (available at added cost)

Specifications

ENGINE: Eight-cylinder, 90° V-type. Bore 4.30, stroke 4.06, displacement 472 cu. in. Engine mounted in rubber at three points. Compression ratio 8.5 to 1.

ELDORADO ENGINE: Eight-cylinder, 90° V-type. Bore 4.30, stroke 4.304, displacement 500 cu. in. Compression ratio 8.5 to 1.

FUEL: Cadillac engines are designed to operate on a good quality fuel of approximately 91 Research Octane Number or higher, commonly sold in the U.S. and Canada. General Motors recommends the use of unleaded or low-lead (0 to 0.5 grams per gallon) gasolines to minimize emissions of hydrocarbons and particulates. If unleaded or low-lead gasolines are not available, gasolines containing more than 0.5 grams may be used. In states using the Gasoline Performance and Information System of fuel designation, unleaded or low-lead fuels having an anti-knock designation of "2" or higher are recommended.

FUEL TANK CAPACITY: Approximately 22.5 usable Imperial gallons. Tank designed to avoid possibility of vapor or liquid fuel escaping into atmosphere.

PISTONS: Aluminum alloy, slipper-type.

CAMSHAFT: Designed with greater overlap between intake and exhaust valve timing as an aid to reducing nitrous oxides in exhaust.

CARBURETOR: Quadrajet four-barrel downdraft with automatic choke.

LUBRICATION: Full-pressure. Full-flow oil filter.

ELECTRICAL SYSTEM: 12-volt, 15-plate battery. Side terminals. 42-amp. generator. 80-amp. on all Seventy-Fives. 63-amp. on all other air-conditioned cars. Generator has integral regulator.

TURBO HYDRA-MATIC: Fully automatic, torque-converter type with fixed stator. Converter multiplies engine torque for increased driving thrust to drive wheels during acceleration in any forward drive gear.

REAR AXLE: Ratio 2.93 to 1 (3.07 to 1 on Eldorado), 3.15 to 1 axle ratio is standard on Seventy-Five models, available on other models except Eldorado. Available (except Eldorado) is the controlled differential, which directs power to the rear wheel having better traction.

FRONT SUSPENSION: Integral steering knuckle for added dependability and long life. Independent, helical-coil-type springs. Rubber-mounted strut rods and rubber bushings absorb impacts and isolate road noise. Spindle has an integral hub and rotor. (Torsion bar suspension on Eldorado.) Shock absorbers have new Teflon piston rings to give consistent ride, handling.

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil type. Large rubber bushings for quiet, soft ride.

BRAKES: Cadillac power brakes with self-adjusting feature; composite finned rear drums; disc front. Split hydraulic master cylinder provides for independent operation of front and rear brakes. Large two-piston power booster and larger front-wheel brake cylinders for increased capacity.

PARKING BRAKE: True auxiliary brake . . . will not lock in position with engine running and car in gear . . . can be operated as a foot emergency brake while car is in motion. Automatically releases when transmission is placed in drive or reverse with engine running.

STEERING: Cadillac variable-ratio power steering with faster response and higher capacity pump is standard equipment (fixed-ratio on Seventy-Five models). Overall steering ratio of 17.8 to 1 (except 19.5 to 1 on Seventy-Five models and 16.1 to 1 on Eldorado). 38.5 turning angle provides fast response and short turning diameter.

FRAME: Perimeter frame with heavier gauge boxed side rails for 1973. New front members afford added protection with increased energy absorption.

TIRES: Low-pressure, size L78—15, bias-belted, fiberglass, tubeless, on all models. Black sidewalls standard, white sidewalls available.

CORNERING LIGHTS: On the side of front fenders activated by directional signal lever when headlamp switch is on. They project a beam of light from the side of the car, thus illuminating roadside and road signs for added convenience at night.

TREAD: Front 63.3", rear 63.3" (Eldorado, 63.66" front, 63.59" rear).

WHEELBASE: 130" (Fleetwood Sixty Special Brougham 133", Fleetwood Seventy-Five 151.5", Eldorado 126.3").

OVERALL LENGTH: 228.5" (Fleetwood Sixty Special Brougham 231.5", Fleetwood Seventy-Five 250.0", Eldorado 222.0").

NOTE: Richly textured vinyl is provided in certain areas of leather-trimmed Fleetwood and DeVille models.

Cadillac offers, at moderate additional cost, a number of accessories and equipment, many of which are shown in photographs throughout the catalog and may be also described on the two pages entitled "A source of added pleasure".

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GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

Printed in Canada